



REGIONAL MUNICIPALITY OF  
**HAMILTON-WENTWORTH**  
ECONOMIC DEVELOPMENT DEPARTMENT

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1981  
**annual  
report**



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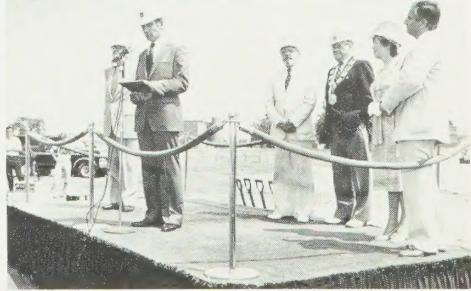
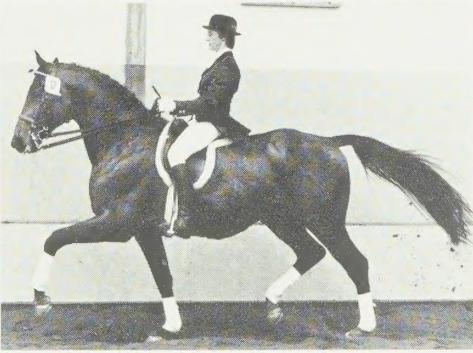
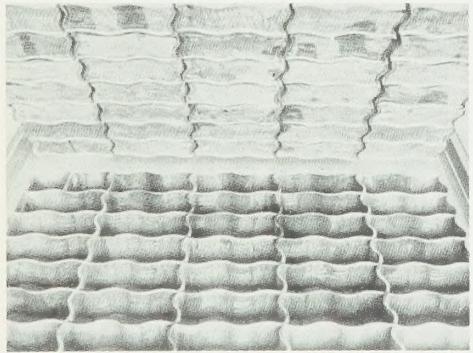
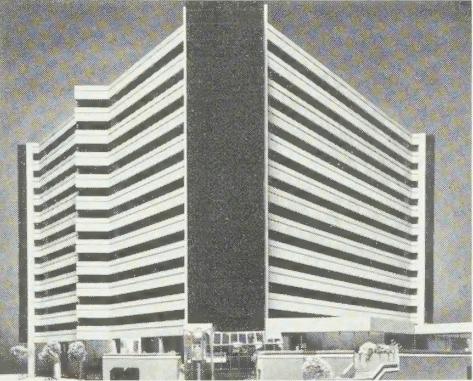
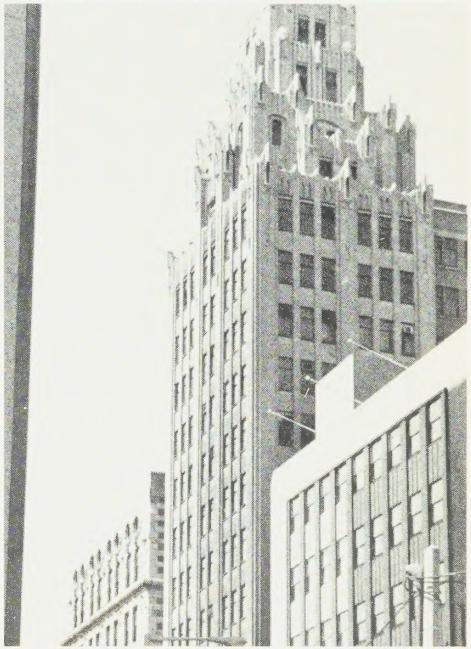
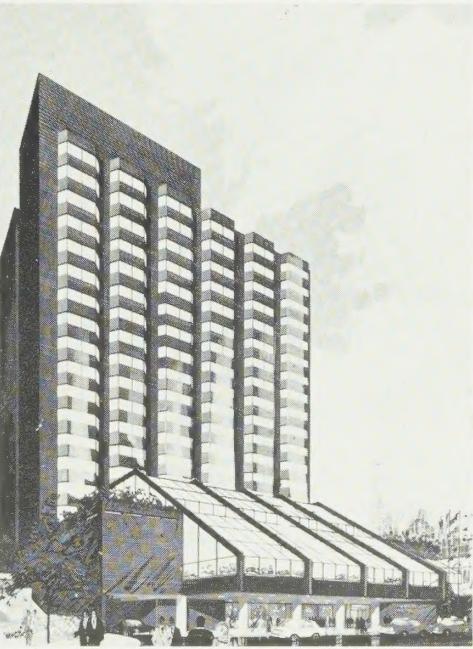
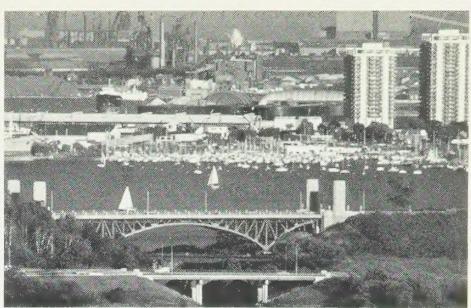
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<p>John D. Morand, Director of Economic Development, presenting Kramer steel sculpture to Ross DeGeer Agent General for the Province of Ontario, in London, England.</p>	<p>Cutting of a turbine part by a Computer Aided Manufacturing program at the Canadian Institute of Metalworking, McMaster University.</p>	<p>A general view of Hamilton Harbour showing the perfect balance between industry, commerce, transportation, housing and sports activities.</p>
<p>The "COUG" won the Canada Cup racing event this summer in the National Championship</p>	<p>A conceptual view of the new 300 room Hilton International Hotel recently announced to be built in downtown Hamilton at \$30 million estimate for the construction cost.</p>	<p>The Pigott Building, an old landmark of Hamilton business community will be renovated to accommodate the Ramada Inn Hotel, which will provide 200 rooms. The project has been announced earlier this year. \$12 million were estimated by the developer for the renovations and conversion of the old structure which is an exact replica of the Empire State building in New York.</p>
<p>Hamilton-Wentworth Heritage Village expanded its facilities for recreation opportunities. 324 acres have been acquired this year.</p>	<p>The Standard Life Centre, a \$50 million project, with glass and steel atrium to be built at the center of the city. Construction is underway.</p>	
<p>German precision moulds made locally. Hess Maschinen Fabrik GMBH has located its Canadian facility here in Stone Church Industrial Park</p>	<p>Marina Genn, of West Germany riding her Dressage horse. Marina and her husband Georg are establishing a new Equestrian Center in Glanbrook.</p>	<p>Hamilton Civic Airport \$50 million expansion program is progressing on schedule. New lands required have been secured and other development aspects are planned.</p>
<p>The Honourable Larry Grossman, Minister of Industry and Tourism, Mayor Powell, Dr. Stan Hudecki, MP, and Mr. Robert Darling, Chairman of the Board at the Official opening of the Convention Centre.</p>	<p>An interior view of the Limeridge Mall, newly opened with 161 stores.</p>	<p>Officiating at the ground breaking ceremonies of the Standard Life Centre are Mrs Anne Jones, Chairman of the Region; Mayor William Powell Mr. William McCulloch, Chairman of the Economic Development Committee.</p>





## EXECUTIVE OVERVIEW

## 1981 Economic Development Review

<u>BUSINESS</u>		<u>MAJOR PROJECTS ANNOUNCED</u>	<u>\$ MILLIONS</u>
Inquiries 489 -	up 41% from 1980	Standard Life Centre	50
Firms Placed	278	Canada Packers	20
New Employment	2119	Hamilton Airport	50
Added Tax Revenue	\$1,493,824.	Hilton Hotel	30
Industrial Land Sold	*13.5 acre	Ramada Inn	12
Land Sale Value	\$591,326.	Hamilton Arena	42
Building Permits Value	\$80,535,972.	Dofasco Expansion	450

<u>TOURISM</u>		<u>CONVENTIONS</u>	
(Registered Tourists)		Conventions and Trade Shows	149
Royal Botanical Gardens	25,035	No. of Delegates	67,340
African Lion Safari	13,402	Revenue Factor \$	16,835,000
Clappison's Corners	5,861		
Confederation Park	8,199		
Total	52,497		
	up 22.9%		

WENTWORTH HERITAGE VILLAGE

Total Attendance	29,420 - up 12%
No. of Tour Groups	194 - up 67%
Gift and Book Sales	\$18,379 - up 34%
Food Service	\$16,820 - up 47%
Total Revenue	\$73,325 - up 24%

\* Publicly-owned only.

CONCLUSION

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In retrospect, 1981 met and surpassed our expectations in the area of tourism promotion and new business development. Our forecast in the area of conventions was met in terms of dollar volume, although delegate counts were slightly below the target, and the number of conventions was below the target of 155 in terms of actual conventions.

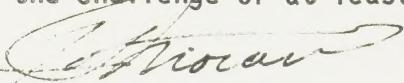
The major saving grace on the business development side was the Lime Ridge Mall development which resulted in the creation of over 160 new businesses in the Region.

The high cost of money, the seeming inconsistencies of Federal and Provincial government industrial strategies and budget strategies, have resulted in an overall decrease in committed activity in the manufacturing area in 1981. We expect this to continue well into 1982 unless dramatic steps are taken to re-assure foreign investors.

The changes and improvements at the Wentworth Heritage Village represent one of the real successes of 1981, and we are looking forward to continued improvement in the overall operation and marketing of the Village. We are expecting it to become not only a source of enjoyment for people within the Region, but a major tourist attraction sought out by tourists from around the world.

There have been a number of additions and deletions from the staff in 1981. Mr. Saad Ghanem, formerly the General Manager of Saint John-Fundy Region Development Commission in New Brunswick, was hired as the new Manager of Business Development. Mr. Larry Fedorov, Senior Business Development Officer, left the Region to assume the position of Director of Industrial Development and General Manager of the Chamber of Commerce in Collingwood, Ontario. Larry will be missed, but he has left a good legacy in Ronald Rea, who has moved up to the position of Senior Business Development Officer. We are also lucky enough to secure the services of Barry Lord, who has assumed the positon of Curator of the Wentworth Heritage Village and the Old Hamilton Pumphouse.

We are looking forward to great things from our staff in 1982, and although the year will be extremely difficult on all fronts, we are expecting to meet the challenge of at least retaining what we have.



John D. Morand,  
Director - Economic Development.

ECONOMIC DEVELOPMENT COMMITTEE - 1981

Chairman Anne H. Jones  
Ex-Officio

Councillor William McCulloch  
Chairman  
Alderman, City of Hamilton

Councillor William Sears  
Vice Chairman  
Mayor, Town of Stoney Creek

Councillor Vince Agro  
Alderman, City of Hamilton

Councillor Joseph Bennett  
Mayor, Town of Dundas

Councillor James Bethune  
Alderman, City of Hamilton

Councillor Fred Lombardo  
(September, 1981)  
Alderman, City of Hamilton

Councillor William Powell  
(November, 1980 to September, 1981)  
Mayor, City of Hamilton

Councillor Ann Sloat  
Mayor, Town of Ancaster

Councillor Betty Ward  
Mayor, Township of Flamborough

Councillor Donald Weylie  
Mayor, Township of Glanbrook

WENTWORTH HERITAGE VILLAGE  
HISTORICAL ADVISORY BOARD - 1981

Councillor William McCulloch  
Chairman  
Alderman, City of Hamilton

Councillor Chris Ward  
Regional Councillor  
Township of Flamborough

Councillor Donald Weylie  
Mayor, Township of Glanbrook

John Aikman  
Outdoor Education Resource Teacher  
Board of Education for the  
City of Hamilton

Charles Doubrough  
Chief Electrician  
Canadian National Railways  
(Hamilton Area)

Glen Etherington  
Councillor, Ward 4  
Township of Glanbrook

Shiela Turcon  
Secretary/Research Assistant  
Bertrand Russell Editorial Project  
McMaster University

The Economic Development Department operates within the following Terms of Reference :

1. To project Hamilton-Wentworth's image as a prime Commercial and Industrial location, serving national, U.S.A. and increasingly offshore markets;
2. To project Hamilton-Wentworth's image as a prime Convention and Tourism location to Canadian, U.S.A. and International Organizations and to concentrate on a radius of 500 miles from a tourism standpoint; and,
3. The serving of established business and industries, e.g. assisting them in relocating to new sites within Hamilton-Wentworth, involving them in incoming and outgoing trade missions, provision of market and other business location data, liaison with other Regional Departments and local municipalities, other levels of government, trade associations, banks, transportation and utility companies, etc., providing publicity in conjunction with the Region's advertising agency, and assisting in many other areas; and,
4. To promote tourism within the Region by setting up co-operative marketing programs between the variety of tourist oriented organizations within the Region and to operate a chain of tourist information booths within the Region to direct tourists to areas of interest within the Region; and,
5. Communication with the business community and the public generally, on Hamilton-Wentworth's economic progress.

#### Objectives

The primary objectives of the Department's program are first, to diversify and expand the Region's economic base in terms of new investment and new employment opportunities with existing industries and then with new industry and, second, to strengthen the tax base and further to attract as many conventions and tourists to the Region as possible in order to strengthen the economic base of the service industries in the Region.

These objectives must be consistent with the Region's overall goals as may be established from time to time and must consider environmental impact so as to improve the quality of life.

ECONOMIC DEVELOPMENT DEPARTMENT

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John D. Morand  
Director, Economic Development

Carolyn Kawai  
Secretary to the Director

Arie Ashkenazy  
Consulting Economist

BUSINESS DEVELOPMENT DIVISION

Saad A. Ghanem  
Manager, Business Development

Larry M. Fedorov  
Senior Business Development Officer

D. Ronald Rea  
Business Development Officer

Susan Bryce  
Stenographer

VISITORS AND CONVENTIONS DIVISION

Neil E. Williamson  
Manager, Visitor and Convention Services

A. (Ben) Bernie  
Conventions and Trade Show Officer

Mary McChesney  
Tourism and Trade Show Co-ordinator

Niloofer Irani  
Stenographer

WENTWORTH HERITAGE VILLAGE

Barry Lord  
Curator

Lorne Frost  
Land and Buildings  
Superintendent

**Business Development**

- A. Media Advertising Campaign
- B. Lead Follow-up and Generation
- C. Hannover/Trade Fairs
- D. Direct Mail Response
- E. Brochure Creation
- F. Newsletter

**A. MEDIA ADVERTISING CAMPAIGN:****1. Statement of Purpose**

To attract new business and industry to the Region by increasing the Region's share of mind among executives in Canada, the United States, Europe and Japan;

To encourage existing Hamilton-Wentworth companies to expand and relocate within the Region rather than leaving the Region;

To foster a more positive attitude among citizens of the Region; and,

To market industrial land owned by the Region/City.

**2. Objectives**

To generate leads sufficient to attract 30 new firms to Hamilton-Wentworth in 1981 and to provide impetus for existing firms to remain in the Region; and,

To attract entrepreneurs to form new companies in Hamilton-Wentworth.

**B. LEAD FOLLOW-UP AND GENERATION****1. Statement of Purpose**

To follow-up leads generated from media, direct mail and referral sources;

To conduct tours of industrial, commercial and retail sites within the Region;

To entertain prospects; and,

To develop staff skills in economic development;

## 2. Objectives

To provide quick and efficient response to clients on a one-to-one basis;

To represent Hamilton-Wentworth on a competitive basis with other municipalities in all situations; and,

To increase staff knowledge of the state of the art in economic development in order to remain competitive.

## C. HANNOVER/TRADE FAIRS

### 1. Statement of Purpose

To lead a group of Hamilton-Wentworth executives to trade fairs and contact as many as possible of the 5,000 companies exhibiting there;

To provide information to companies who are interested in expanding into the North American market, specifically Canada and the Northeastern U.S.;

To identify export and joint venture opportunities;

To market Region/City owned industrial lands; and,

To promote tourism related business development at I.T.B.

### 2. Objectives

To establish Hamilton-Wentworth as a viable location for expansion and investment.

## D. DIRECT MAIL RESPONSE

### 1. Statement of Purpose

To acquire new business for the Region by soliciting potentially interested companies through direct mail;

To create and reinforce a positive image of Hamilton-Wentworth in the minds of senior executives in major Canadian and American corporations; and,

To market Region/City owned lands.

### 2. Objectives

To acquire approximately 40% of all industrial/commercial activity within the Region (55 companies);

To keep the Region's name in front of decision-making executives; and,

To provide useful information to executives both locally and outside the Region.

E. BROCHURE CREATION

1. Statement of Purpose

To present to qualified prospects a complete statistical picture of Hamilton-Wentworth, including all information required to make a relocation decision;

To create individual packages to large companies considering a Hamilton-Wentworth location tailored to their particular site selection criteria;

To allow for integration with other Regional literature to create "personal" book packages; and,

To market Region/City owned industrial lands.

2. Objectives

To show qualified clients the advantages of locating in Hamilton-Wentworth.

F) NEWSLETTER

1. Statement of Purpose

To provide a high quality newsletter of positive information on Hamilton-Wentworth to keep in touch with local businesses, potential industrial clients, local elected officials, municipal employees, Cabinet Ministers in both the Federal and Provincial governments and local union officials.

2. Objectives

To increase awareness of the positive economic climate in Hamilton-Wentworth; and,

To keep our name in front of potential clients and those in a position to assist the Region.

## CONVENTIONS AND TOURISM DEVELOPMENT

- A. Conventions-Direct Response Mail
- B. Conventions-Media Campaign Canada/U.S.A.
- C. Conventions-Brochure Creation
- D. Conventions-Travel/Accommodations/Tours
- E. Tourism Development-Travel Trade Shows/Motorcoach/Shopping Mall
- F. Tourism Development-Tourist Booths/Bus Information
- G. Tourism Promotion-Direct Response Mail
- H. Tourism Development-Media Canada/U.S.A.

### A. CONVENTIONS - DIRECT RESPONSE MAIL

#### 1. Statement of Purpose

To acquire conventions for the Region by soliciting convention-oriented organization executives and corporate executives on a personal letter basis;

To raise the consciousness level of senior executives in Canada, U.S.A. and offshore that Hamilton-Wentworth is the place to come for their next convention;

Piggy-back C.G.O.T. Direct Response Program; and

To follow up one-on-one contacts from previous marketplaces and direct mail response.

#### 2. Objectives

To acquire 30 convention/trade shows as a result of the Direct Response Program in 1982;

To maintain up-to-date association/corporate mailing lists on the word processor; and,

To create a personalized mailing campaign to solicit conventions.

### B. CONVENTIONS-MEDIA CAMPAIGN - CANADA/U.S.A.

#### 1. Statement of Purpose

To encourage Canadian, American and International meeting planners to bring their conventions to Hamilton-Wentworth in the future;

To encourage citizens of the region to invite their clubs, organizations and associations to meet in Hamilton-Wentworth at their next available open date;

To advertise in very selected media to encourage companies and organizations to consider Hamilton-Wentworth as their convention site for their next open date;

To create sell-out situations in local hotels to create a market for new hotels;

To liaise with Hamilton Convention Centre and other major attractions; and

To enable effective one-on-one follow-up sales calls.

2. Objectives

To increase the total conventions/tradeshows to the Region as a result of the media campaign and associated follow-ups; and

To ensure effective blanket coverage via liaison with Convention Centre.

C. CONVENTIONS - BROCHURE CREATION

1. Statement of Purpose

To create a unique high-class brochure that can be used by convention organizers and by the Department in its marketing efforts; and

To raise the awareness of Canadian and American business people that Hamilton-Wentworth has excellent convention facilities and services to meet their needs.

2. Objectives

To have a high-quality brochure for convention sales and service purposes; and

To follow the process of research, creative design, production, distribution and follow-up.

D CONVENTIONS - TRAVEL/ACCOMMODATIONS/TOURS

1. Statement of Purpose

To travel to government (Ontario/Federal) sponsored convention sales marketplaces;

To conduct familiarization tours for convention and meeting planners; and

To attend industry convention prospects.

2. Objectives

To become better known in the marketplace on a one-to-one or one-on-one basis;

To promote Hamilton-Wentworth as a viable convention destination; and,

To co-ordinate sales efforts with the Hamilton Convention Centre, local hotels, major attractions and transportation organizations.

E TOURISM DEVELOPMENT - TRAVEL TRADE SHOWS/MOTORCOACH/SHOPPING MALL

1. Statement of Purpose

To travel to target market cities within a 500-mile radius and meet with tour operators, motorcoach operators and organizations whose members travel in a group;

To entertain potential prospects and clients;

To market Hamilton-Wentworth via trade, consumer travel shows and government co-sponsored product marketplaces; and

To promote our many events to tourists.

2. Objectives

To become better known in the market place on a one-to-one basis with the above;

To increase the number of tourists and motorcoach visitors in the Region by 10% in 1982; and,

To promote at five major shopping malls within 300 miles of Hamilton-Wentworth.

F TOURISM DEVELOPMENT - TOURIST BOOTHS/BUS INFORMATION

1. Statement of Purpose

To provide convenience facilities where tourists can stop to get information pertaining to tourist attractions within the Region, and to give directions to tourists seeking the same;

To urge tourists to spend more time in the Region by:

a) directing them to tourist sites of interest within the Region; and,

b) providing direction, to locations outside of the Region while, at the same time, providing information on cities along the route that they are within the Region; and

To present a cheerful, friendly image of Hamilton-Wentworth via our local student employees.

2. Objectives

To increase revenue at local tourist attractions within the Region; and,

To promote tourism within the Region.

G. TOURISM PROMOTION - DIRECT RESPONSE MAIL

1. Statement of Purpose

To increase tourism into the Region by tour operators, motorcoaches and organizations who sponsor tours (by 10%); and,

To raise the consciousness level of tour and motorcoach operators, auto clubs, Chambers of Commerce, seniors clubs and others that Hamilton-Wentworth is the place to come for your next vacation.

2. Objectives

To direct-mail key these above promoters of tourism/motorcoaches and increase tourism by 10% in 1982.

H. TOURISM DEVELOPMENT - MEDIA - CANADA AND U.S.A.

1. Statement of Purpose

To increase tourist and motorcoach traffic to and throughout the Region; and,

To foster a more positive attitude among citizens of the Region.

2. Objectives

To advertise extensively to the motorist and motorcoach trade to attract tourist to consider Hamilton-Wentworth as a location for a 'unique vacation'.

GENERAL PROGRAM

Business Development	\$398,410
Local Promotion	46,840
Convention & Tourism	<u>284,520</u>
Total General Programs	\$729,770

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ONE TIME PROGRAMS

Brochure Creation	\$ 25,000
Total Economic Development	\$754,770

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WENTWORTH HERITAGE VILLAGE

On-going Programs	\$ 83,986
One Time Programs	<u>47,000</u>
Total Wentworth Heritage Village	\$130,986

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PUMPHOUSE

Total Pumphouse	\$ 5,500
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INDUSTRIAL LAND

Total Industries Land	\$1,000,000
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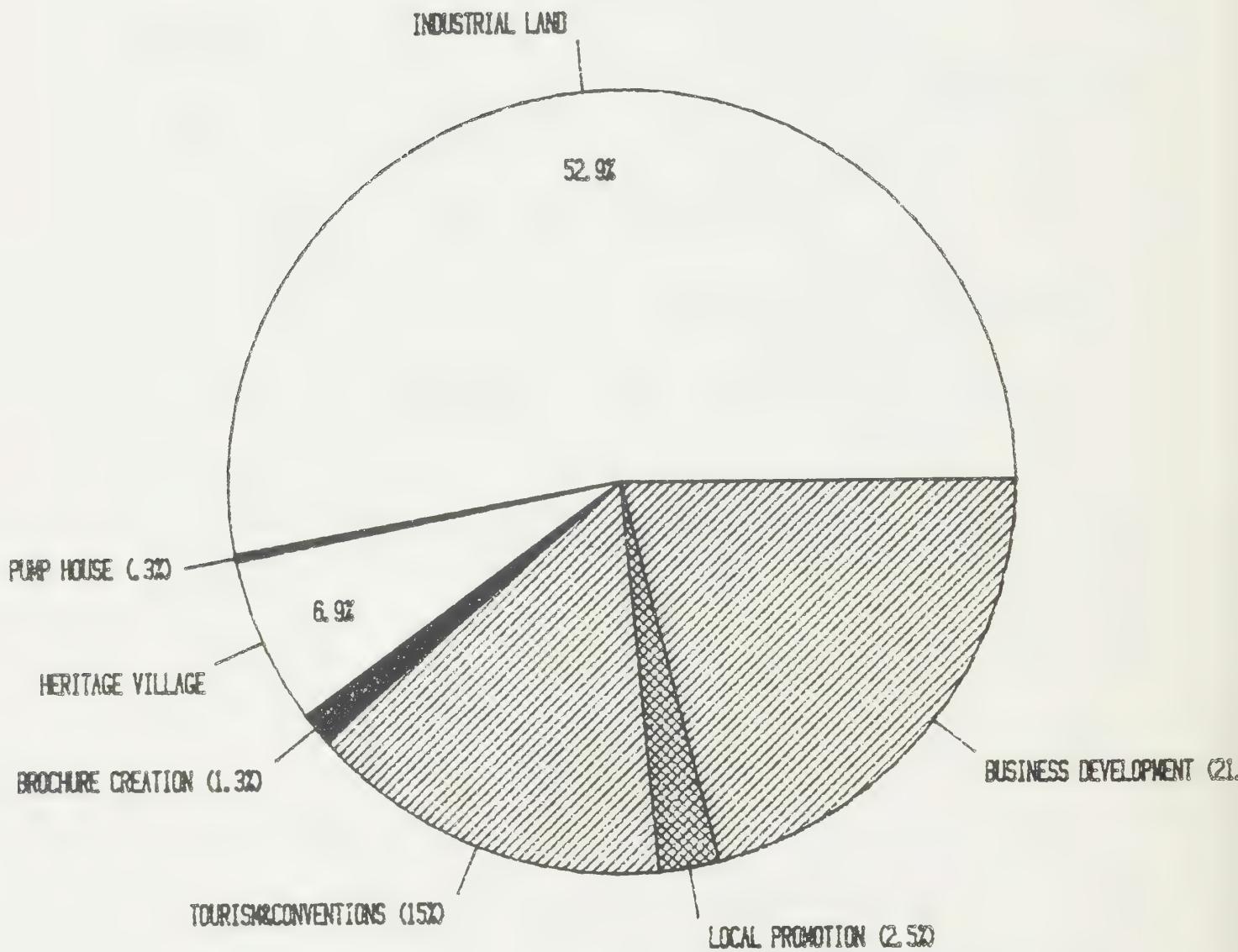
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TOTAL ECONOMIC DEVELOPMENT COMMITTEE	\$1,891,256
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# ECONOMIC DEVELOPMENT EXPENDITURE-1981

## PERCENTAGE DISTRIBUTION



- 
- (A) BUSINESS DEVELOPMENT
  - (B) TOURISM AND CONVENTIONS REPORT
  - (C) WENTWORTH HERITAGE REPORT

(A) BUSINESS DEVELOPMENT REPORT

<u>Item</u>	
A.1	Highlights
A.2	New Inquiries
A.3	Firms Placed at New Addresses
A.4	Inquiries still Outstanding
A.5	Inquiries Withdrawn
A.6	Companies Lost
A.7	Firms New to the Region
A.8	Firms Newly Formed
A.9	Internal Moves
A.10	New Speculative Construction
A.11	Major Expansions
A.12	Summary of Firms Placed
A.13	Summary of Firms Placed by Municipality
A.14	Building Permits Summary
A.15	Employment Opportunities
A.16	New Tax Assessment
A.17	Industrial Land Sales

(A) BUSINESS DEVELOPMENT REPORT

A.1

Highlights: Year-End Report

While interest rates seem to have stabilized somewhat in the past quarter, the history of interest rate fluctuations throughout 1981 was one of volatility and uncertainty. There is strong evidence that the North American economy has fallen into a major recession.

In spite of the slowing economy, inquiries have risen on a year-to-date basis over 1980 and 278 firms have been placed at new addresses within the Region. Expansions, newly-formed firms, internal moves and firms newly introduced to the Region are included in the above figure. The foregoing activity has resulted in 2,119 new employment opportunities and increased tax revenues of \$1,493,824.

Major announcements for the year 1981 included the Standard Life Centre (\$50,000,000), Canada Packers expansion (\$20,000,000), Dofasco expansion (\$450,000,000 on-going), the Hamilton Arena (\$42,000,000) Hamilton Civic Airport (\$50,000,000), Hilton International Hotels (\$30,000,000) and the Ramada Inn (\$12,000,000). The hotel announcements will add 600 new rooms to the Hamilton-Wentworth inventory of hotel/motel accommodation.

The Economic Development Department is continuing to make representations to the Board of the Toronto Area Transit Operating Authority (T.A.T.O.A.); their report has been forwarded to the Ontario Ministry of Transportation and Communications. The extension of GO Transit to Hamilton-Wentworth will greatly enhance the Region's image as a community in which to live and work, while improving accessibility to and from the Region.

The Department continues to work in close co-operation with the Real Estate community, the Chambers of Commerce, government ministries and other development agencies within the Region. As well, local businessmen are being visited on an on-going basis to exchange views on development opportunities, to become acquainted with their problems, expansion needs or plans and to assist with resolving any development impediments.

The Department of Economic Development has welcomed visitors from other Provinces, the U.S.A., Europe and Asia who are considering potential sites in Canada, particularly in Southern Ontario. Staff members have participated in training courses, provincial, national and international conferences, seminars, symposiums and trade shows to promote the Region of Hamilton-Wentworth, and to further enhance their professional capabilities.

With the aid of the new Industrial Parks brochure, Regional- and City-owned lands are marketed. Award-winning publications like the "Executive Summary" and the forty-page multi-lingual colour brochure, along with specialized reports to the banking community, needle trades, the DeHavilland project, and such high-profile projects as the CAD/CAM and robotics centres are further aids in the promotion of Hamilton-Wentworth.

With the co-operation of the Regional Engineering Department, who are responsible for servicing the new industrial parks, this Department is submitting applications to the Ontario Government for assistance in funding

the internal services for the Regionally-owned parks in Ancaster, Glanbrook and Hamilton.

The media programme has been successfully implemented with coverage extending throughout Canada, the United States, Europe and Japan. According to the advertising agency retained by this Department, the Region is being exposed to important decision makers via ads in the most highly respected trade journals and business magazines.

Wentworth Heritage Village had its most successful year ever, with attendance up by 12% to 29,420 visitors. Tour groups showed an increase of 67% with individual participants on the tours up 22% to a total of 7,281 persons. Revenues to the Village increased to \$108,586.

Some of the special activities included the Regional Picnic, Halloween Night, Teacher's Day and a play staged on the Village Green.

Recent donations to the Village, along with the repair and refurbishing of current artifacts, give further reason to be proud of the achievements of the staff and Friends of the Village. A new brochure detailing the exhibits at the Village will lead to greater attendance and participation by the general public.

Three hundred and twenty-four acres of forest land have been acquired by the Village from the Province. The added lands will provide visitors with greater freedom of movement within the park for both summer and winter activities.

#### Hamilton Civic Airport

The \$50 million expansion program of the airport facilities which was announced earlier in the year is underway.

Plans and surveys have been completed and almost all necessary lands have been expropriated and secured.

International Air Cargo Terminals Limited (INTACT) announced a \$15 million Industrial Park development at Mount Hope Airport which will specialize in aviation technology. The proposed project is intended to provide a manufacturing facility for industries more related to airport locations.

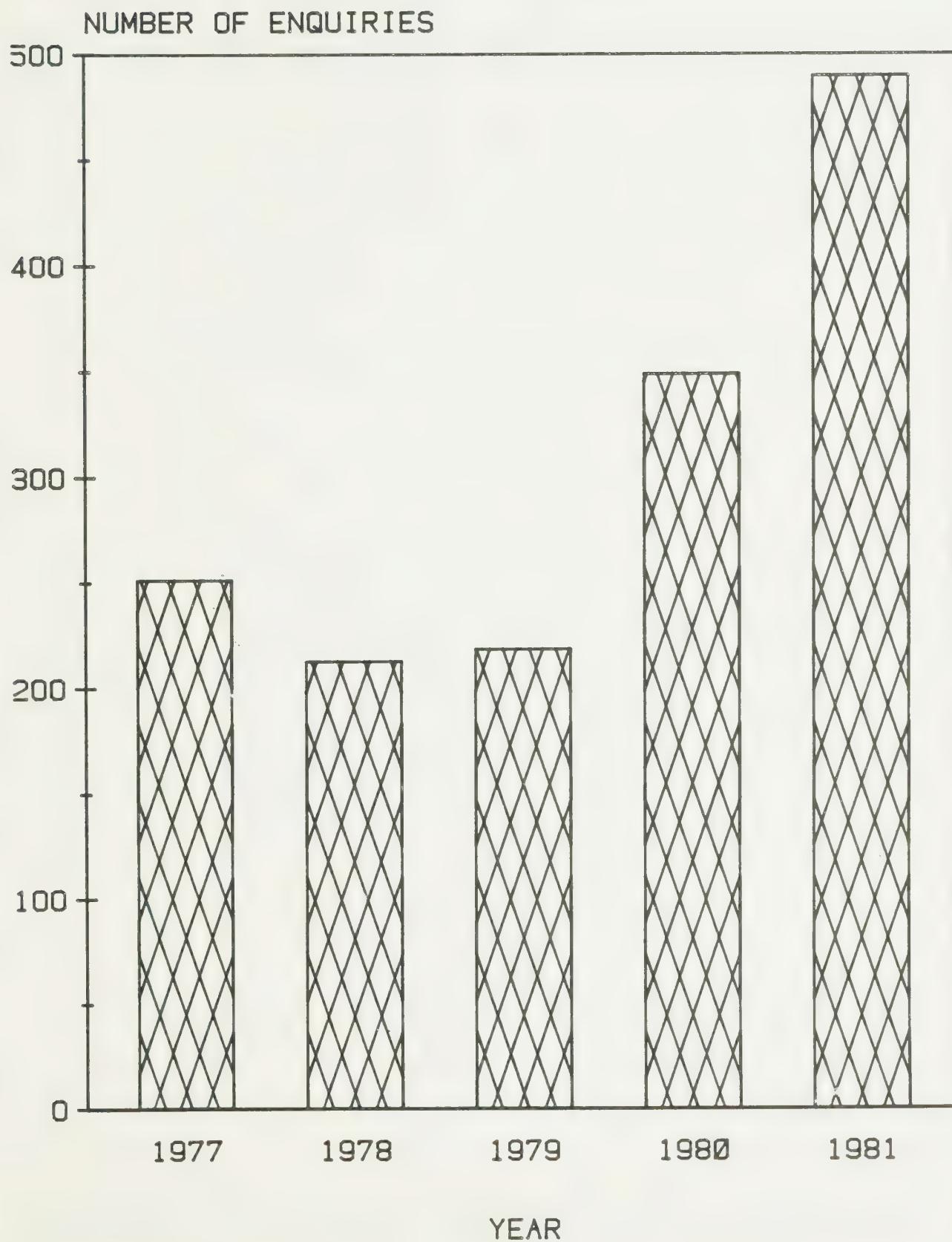
The prospect of creating a Free-Trade Zone at Hamilton Airport is being pursued by a development group from Toronto. The FTZ project may create over 1,000 jobs within a five-year period.

#### Allarco

Carma Developments (formerly Allarco) received Cabinet approval this summer to proceed with its project. The two hundred acres of industrial land will complement the 1,830 acres of residential, commercial, institutional and recreational/open space in the development. Lying to the south of Mohawk Road, with the possibility of its being connected to the Mountain arterial roadway, this major project will be a prime locational target.

The Economic Development Department looks forward to co-operating with the Town of Ancaster in its promotion.

## NEW INQUIRIES (1977-1981)



## A.2

NEW INQUIRIES FOR PLANT RELOCATION (1981 YEAR-TO-DATE):

	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>* %</u>
1. Jan. - Feb. - Mar.	64	74	49	33	97	109	+ 12
2. Apr. - May - June	30	72	63	40	65	131	+102
3. July - Aug. - Sept.	43	63	68	59	141	159	+ 13
4. Oct. - Nov. - Dec.	<u>34</u>	<u>43</u>	<u>32</u>	<u>86</u>	<u>45</u>	<u>90</u>	+100
TOTAL	171	252	212	218	348	489	+ 41

\* Percentage change with respect to same period of the previous year

## A.3

FIRMS PLACED AT NEW ADDRESS (1981 YEAR-TO-DATE):

	<u>1976</u>	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>	<u>* %</u>
1. Jan. - Feb. - Mar.	53	33	28	20	38	32	-15.8
2. Apr. - May - June	20	28	34	34	38	34	-10.5
3. July - Aug. - Sept.	30	39	33	38	41	182**344.0	
4. Oct. - Nov. - Dec.	<u>10</u>	<u>30</u>	<u>31</u>	<u>49</u>	<u>42</u>	<u>30</u>	-40.0
TOTAL	113	130	126	141	159	278	

\* Percentage Change with Respect to Same Period of the Previous Year.

\*\* Includes Lime Ridge Mall. See Details in 3rd Quarter Report.

## A.4

COMPANY INQUIRIES STILL OUTSTANDING (1981 YEAR-TO-DATE):

	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
1. January - February - March	5	1	13	101
2. April - May - June	3	3	20	121
3. July - August - September	1	6	114	150
4. October - November - December	<u>3</u>	<u>40</u>	<u>27</u>	<u>116</u>
TOTAL	12	50	174	488

TOTAL OUTSTANDING: 724

Inquiries are considered outstanding as long as the company demonstrates continuing interest in expansion or relocation. In some cases, the finding of a suitable property meeting all the company's requirements (rail, cranes, size, services, etc.) can take several years. This Department maintains records of the company's needs and when a property comes on the market, it is matched to the company's requirements.

A.5

COMPANY INQUIRIES WITHDRAWN (1981 YEAR-TO-DATE):

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
1. January - February - March	12	9	11	25	32
2. April - May - June	12	14	16	16	8
3. July - August - September	14	17	20	13	15
4. October - November - December	<u>23</u>	<u>14</u>	<u>14</u>	<u>20</u>	<u>7</u>
TOTAL	61	54	61	74	62

Interpretation

The above are inquiries that have been withdrawn for such reasons as the following:

	<u>1980</u> <u>TOTAL</u>	<u>1981</u> <u>Yr.D</u>
1. Decided To Expand On Their Existing Property	8	4
2. Were Unable To Raise Additional Financing	6	8
3. Renewed Lease On Existing Facilities	6	6
4. Looked Here But Went Elsewhere	7	12
5. Proposed New Business That Failed To Materialize	20	18
6. Abandoned Development Due To Economic Conditions	<u>27</u>	<u>14</u>
TOTAL	74	62

A.6

COMPANIES LOST (1981 YEAR-TO-DATE):

	<u>1977</u>	<u>1978</u>	<u>1979</u>	<u>1980</u>	<u>1981</u>
1. January - February - March	1	2	2	2	3
2. April - May - June	1	1	1	0	1
3. July - August - September	0	1	0	1	0
4. October - November - December	<u>1</u>	<u>1</u>	<u>2</u>	<u>1</u>	<u>0</u>
TOTAL	3	5	5	4	4

1981 (YEAR-TO-DATE):

<u>COMPANY</u>	<u>FROM</u>	<u>TO</u>	<u>EMPLOYEES</u>
Hamilton Containers (Q1)	Hamilton	Oakville	3
Naples Macaroni (Q1)	Hamilton	Toronto	12
Halman Manufacturing (Q1)	Stoney Creek	Lincoln	4
Barnard Matthews (Q2)	Hamilton	Burlington	<u>40</u>
TOTAL			59

A.7

FIRMS NEW TO THE REGION (1981 YEAR-TO-DATE):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
1. A.E.S. Data Ltd. 110 King Street West Hamilton, Ontario (Q3)	Computer Systems	14	1,400.00
2. Acme Steel Co. 24 Lloyd Street Hamilton, Ontario (Q1)	Steel Service (Manufacturing)	1	300.00
3. Canadian Fine Colour Ltd. 428 Millen Road Stoney Creek, Ontario (Q4)	Graphic Art Supplies (Service)	2	360.00
4. Cole Sherman & Assoc. Ltd. Suite #1011 105 Main Street East Hamilton, Ontario (Q2)	Engineering Consultants (Commercial)	5	900.00
5. Country Pete's Furniture 2448 Barton Street East Hamilton, Ontario (Q3)	Retail Furniture	5	3,600.00
6. Daly's Pattern & Mold Works Ltd. 435 Seaman St. Stoney Creek, Ontario (Q4)	Wood & Metal forms (Manufacturing)	13	9,600.00
7. Electronite Canada Ltd. 41 Brockley Drive Hamilton, Ontario (Q3)	Electronic Components (Warehousing)	4	1,800.00
8. Engine Sales & Service 2434 Barton Street East Hamilton, Ontario (Q1)	Motorcycles (Service)	4	2,000.00
9. Hess Concrete Stone Mach. 1262 Stone Church Road Hamilton, Ontario (Q2)	Block Production Equipment (Manufacturing)	4	2,000.00
10. Home & Rural Appliance 317 Nash Road North Hamilton, Ontario (Q1)	Retail Appliances (Retail)	2	1,200.00

FIRMS NEW TO THE REGION (1981 YEAR-TO-DATE) (Cont'd):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
11. Houghton Rust Control Unit #2 41 Brockley Drive Hamilton, Ontario (Q3)	Automotive Rust Control	3	1,080.00
12. Lime Ridge Mall (See Item I.8 a)	(Retail)	1,200	124,000.00
13. Lo Foods (Sobeys Stores) 1015 Barton Street East Hamilton, Ontario (Q2)	Retail Grocers (Retail)	12	12,000.00
14. Meldor Equipment Ltd. 429 Dewitt Road Stoney Creek, Ontario (Q4)	Design & Distribution of fluid power equipment (Commercial)	4	720.00
15. Norglass Fiberglass Co. 509 Arvin Avenue Stoney Creek, Ontario (Q2)	Automotive Parts (Manufacturing)	2	900.00
16. Procan Ltd. 419 Rennie Street Hamilton, Ontario (Q1)	Propane Conversion (Manufacturing)	6	800.00
17. Sanger Contact Lens Ltd. 191 James St. S. Hamilton, Ontario (Q4)	Lens Distribution (Service)	3	1,080.00
18. Speculum Metals Ltd. 330 Wentworth St. N. Hamilton, Ontario (Q4)	Aluminum Recycling (Manufacturing)	25	40,911.00
19. T. V. Movie Centres 697 Queenston Road Hamilton, Ontario (Q4)	Video Sales & Rentals (Service)	4	864.00
20. The Office People 237 Locke Street South Hamilton, Ontario (Q1)	Office Products (Retail)	4	200.00
21. The Pickle Man 25 Dickson Street Hamilton, Ontario (Q3)	Food Processing	5	576.00
22. The Video Station 60 King Street West Dundas, Ontario (Q3)	Video Sales & Rentals	3	540.00

FIRMS NEW TO THE REGION (1981 YEAR-TO-DATE) (Cont'd):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
23. The Video Station 222 King Street East Hamilton, Ontario (Q3)	Video Sales & Rentals	2	360.00
24. Todor Steel Fabricating Stone Church Road Ind. Park Hamilton, Ontario (Q4)	Steel Fabricating (Manufacturing)	10	7,680.00
25. United Parcel Service 333 Green's Road Stoney Creek, Ontario (Q4)	Parcel Delivery (Commercial)	27	3,600.00
26. Velvet Ritz S.A. 150 Hempstead Hamilton, Ontario (Q2)	Velvet Manufacturers (Manufacturing)	20	9,600.00
27. Volcano Inc. 429 Dewitt Road Stoney Creek, Ontario (Q1)	Heating Equipment (Service)	3	600.00
TOTAL		1,387	229,711.00

## A.8

FIRMS NEWLY FORMED (1981 YEAR-TO-DATE):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
1. Ancaster Tool Co. Ltd. Unit # 6, 701 Trinity Road Ancaster, Ontario (Q2)	General Machining (Manufacturing)	3	900.00
2. Don Lancaster Wholesale 1284 Filman Road Ancaster, Ontario (Q3)	Wholesale Office Equipment	2	200.00
3. Ceramontial Candles Ltd. 272 Sherman Ave. N. Hamilton, Ontario (Q4)	Specialized Candle Manufacturer (Manufacturing)	9	1,800.00
4. Commercial Print & Design Unit #2 41 Brockley Drive Hamilton, Ontario (Q3)	Print Shop	2	180.00
5. Flea Markets International 210 Main Street East Hamilton, Ontario (Q1)	Retail	10	4,400.00
6. Hanmer Investigations 85 Cannon Street West Hamilton, Ontario (Q1)	Security Services	30	250.00
.7. Lynfield Rubber 150 Hempstead Drive Hamilton, Ontario (Q1)	Protective Coatings (Manufacturing)	3	960.00
8. Moore Gallery 34 Hess Street Hamilton, Ontario (Q1)	Art Gallery	2	1,000.00
.9. Price, Hay & Partners 180 Walnut Street South Hamilton, Ontario (Q2)	Advertising (Service)	5	1,800.00
10. Solid Machine Shop 220 Hempstead Drive Hamilton, Ontario (Q1)	Machine Shop (Manufacturing)	3	960.00

FIRMS NEWLY FORMED (1981 YEAR-TO-DATE) (Cont'd.):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
11. Sons of Italy Senior Citizens' Complex Emerald Street North Hamilton, Ontario (Q1)	Seniors' Housing	2	N/A
12. Telsec Business Centres 100 Main Street East Hamilton, Ontario (Q2)	Office Services (Service)	5	12,000.00
13. The Eliminator 928 Barton St. E. Hamilton, Ontario (Q2)	Energy Conservation (Service)	3	860.00
14. Tim Horton Donut Ltd. 200 Barton Street East Hamilton, Ontario (Q1)	Franchise	15	3,500.00
15. Southern Pride Poultry One Hillyard Street Hamilton, Ontario (Q2)	Poultry Processing (Manufacturing)	6	4,000.00
16. Webb Electric 50 Holmes Ave. Hamilton, Ontario (Q4)	Electric Services (Service)	4	N/A
17. A-Fab 327 Hilton Drive Stoney Creek, Ontario (Q1)	Steel Fabricating	6	1,200.00
18. Eastern Sandblasting 46 Community Avenue Stoney Creek, Ontario (Q3)	Service Firm	4	1,260.00
19. Flo Components Ltd. 530 Seaman Street Stoney Creek, Ontario (Q1)	Fluid Controls (Service)	3	200.00
20. Lincolnair Heating & Air Conditioning 326 Hilton Drive Stoney Creek, Ontario (Q2)	Manufacture and Install Control Systems (Manufacturer)	27	3,000.00

FIRMS NEWLY FORMED (1981 YEAR-TO-DATE) (Cont'd.):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
21. M.M. Products Ltd. 456 Arvin Avenue Stoney Creek, Ontario (Q3)	Bathroom Enclosures	5	3,600.00
22. Serv Steel Ltd. 530 Seaman Street Stoney Creek, Ontario (Q1)	Steel Fabricating (Manufacturing)	2	300.00
23. Stoney Creek Spring Service 443 Seaman St. Stoney Creek, Ontario (Q2)	Maintain Truck Springs (Service)	6	900.00
24. Unit Rebuild 335 Leaside Avenue Stoney Creek, Ontario(Q2)	Rebuild Electrical Motors (Service)	2	900.00
25. W. Austin Poultry Equip- ment Ltd. 513 Arvin Avenue Stoney Creek, Ontario (Q2)	Food Processing Equip- ment (Service)	1	900.00
26. John Georgakakas R. R. # 1 Smithville, Ontario (Q2)	Chicken Processing (Manufacturing)	100	28,000.00
TOTAL		260	73,000.00

A.9

INTERNAL MOVES (1981 YEAR-TO-DATE):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
1. Arrow Shirts 41 Brockley Drive Hamilton, Ontario (Q4)	Clothing (Manufacturing)	15	9,720.00
2. Barton Discount 2440 Barton Street East Hamilton, Ontario (Q1)	Retail	2	2,000.00
3. Beehive Arts 36 Hess Street Hamilton, Ontario (Q1)	Retail Crafts	0	600.00
4. Brytor International 709 Main Street West Hamilton, Ontario (Q2)	Overseas Importing & Exporting (Service)	0	8,600.00
5. Canadian Centre for Occupational Health & Safety 250 Main Street East Hamilton, Ontario (Q2)	Health & Safety Consultants (Service)	5	15,000.00
6. Co-Graphics 795 King Street Hamilton, Ontario (Q1)	Graphic Equipment (Service)	3	2,600.00
7. Colony Pine Ltd. 90 Adair Avenue Hamilton, Ontario (Q2)	Furniture (Manufacturing)	1	200.00
8. Cougar Plastics 41 Brockley Drive Hamilton, Ontario (Q4)	P.V.C. Plastics (Manufacturing)	5	6,480.00
9. D.J. Westaway 50 Nebo Road Hamilton, Ontario (Q2)	Parts Distribution for Textile Industry (Service)	0	1,800.00
10. Domglass Inc. 81 Lloyd Street Hamilton, Ontario (Q2)	Fibreglass Moulding (Manufacturing)	50	28,800.00
11. Fortinos 399 Greenhill Avenue Hamilton, Ontario (Q1)	Supermarket (Retail)	61	10,000.00

INTERNAL MOVES (1981 YEAR-TO-DATE) (Cont'd.):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
12. Fox Refrigeration 50 Nebo Road Hamilton, Ontario (Q1)	Refrigeration Contractors (Service)	1	4,200.00
13. Hamco Heating & Cooling Ltd. 200 Queen St N. Hamilton, Ontario (Q4)	Heating & Air Conditioning (Manufacturing)	0	10,135.00
14. Hamilton Hydro Hempstead Drive Hamilton, Ontario (Q2)	Storage Yard (Service)	0	N/A
15. Hoffman Co.Ltd. 55 Hillyard Street Hamilton, Ontario (Q2)	Welding Shop (Service)	1	1,550.00
16. J.T. Donald Consultants Ltd. 190 Hempstead Drive Hamilton, Ontario (Q2)	Construction Consultants (Service)	1	900.00
17. Jewish Community Centre Macklin Street Hamilton, Ontario (Q2)	Senior Citizens	0	N/A
18. Moore Auto Supply 85 Queen Street North Hamilton, Ontario (Q2)	Supply Body Work Materials (Service)	0	2,100.00
19. Northern Performance 520 Parkdale Avenue North Hamilton, Ontario (Q1)	Automotive Parts (Service)	1	1,500.00
20. Ormond Industrial Tools 622 Burlington St. E. Hamilton, Ontario (Q4)	Machine Tool Wholesaling (Commercial)	0	1,260.00
21. Pacemaker Data 100 Main Street East Hamilton, Ontario (Q2)	Computer System (Service)	10	1,200.00
22. Parkway Toyata 191 Centennial Parkway Hamilton, Ontario (Q2)	Auto Dealership (Retail)	9	5,000.00

INTERNAL MOVES (1981 YEAR-TO-DATE) (Cont'd.):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
23. Prestige Printing 247 John S. S. Hamilton, Ontario (Q4)	Print Shop (Manufacturing)	0	720.00
24. Roban Screen Print 40 Leeming Street Hamilton, Ontario (Q1)	Screen Printers (Manufacturing)	1	2,000.00
25. Robinson Cone Ltd. 41 Brockley Drive Hamilton, Ontario (Q4)	Plastic Straws, cups (Manufacturing)	2	12,960.00
26. Roedigar & Company 229 Lanark St. Hamilton, Ontario (Q4)	Sells & Services grinding equipment (Service)	1	900.00
27. United Technology 618 Wentworth Street N. Hamilton, Ontario (Q2)	Steel Fabricating (Manufacturing)	2	6,000.00
28. Zenon Environmental 42 Ray St. S. Hamilton, Ontario (Q4)	Environmental testing (Service)	5	652.00
29. Custom Iron 33 Idlewilde Avenue Stoney Creek, Ontario (Q3)	Steel Fabricating	8	5,760.00
30. Dundas Tire Centres 380 Grays Road Stoney Creek, Ontario (Q2)	Tire Centre (Service)	18	4,800.00
31. E. N. Tool Supply Ltd. 367 Barton Street East Stoney Creek, Ontario (Q2)	Tool & Equipment Supplier (Manufacturing)	3	1,900.00
32. Fruitland Tool & Machine Ltd. 344 Fruitland Road Stoney Creek, Ontario (Q4)	Tool & Die Fixtures (Manufacturing)	5	4,320.00
33. Hamilton Plastic Fabricators 354 Dosco Drive Stoney Creek, Ontario (Q2)	Plastic Injection (Manufacturing)	0	5,000.00
34. Nella Cutlery Ltd. 350 Dosco Drive Stoney Creek, Ontario (Q2)	Cutlery Manufacturing	2	3,600.00

INTERNAL MOVES (1981 YEAR-TO-DATE) (Cont'd.):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
35. Overland Western Seaman Street Stoney Creek, Ontario (Q2)	Trucking Terminal (Service)	0	17,000.00
36. Regional Die Casting 47 Idlewilde Avenue Stoney Creek, Ontario (Q3)	Custom Moulding	20	26,400.00
37. Ronsom Industrial Inc. 232 South Service Road Stoney Creek, Ontario (Q3)	Steel Fabricating	5	3,600.00
38. Star Ornamental Ltd. 12 Commerce Ct. Stoney Creek, (Q4)	Ornamental Iron Works (Manufacturing)	5	5,120.00
39. Stoney Creek Truck Centre 332 Jones Road Stoney Creek, Ontario (Q1)	Truck Repair (Service)	1	600.00
TOTAL		243	214,977.00

A.10

NEW SPECULATIVE CONSTRUCTION (1981 YEAR-TO-DATE):

<u>COMPANY</u>	<u>LOCATION</u>	<u>APPROXIMATE NEW TAXES \$</u>
1. Hamilton General Homes 208 Ottawa Street North Hamilton, Ontario (Q1)	1180 Stone Church Road East	3,000.00
2. Progress Construction 45 Nebo Road, Hamilton, Ontario (Q4)	45 Nebo Road, Hamilton	9,000.00
3. Regional Property Management 505 King Street West Hamilton, Ontario (Q2)	New Retail Development	5,000.00
4. Mr. N. Canfono 460 York Boulevard Hamilton, Ontario (Q2)	New Retail Development	9,000.00
5. Strobis Investments Ltd. 989 Pape Avenue Toronto, Ontario (Q3)	180 James Street South	21,000.00
6. Dunal Enterprises 2753 Barton Street East Stoney Creek, Ontario (Q3)	208 Highland Road	4,800.00
7. L. Fehara L. Fenkal 416-422 Millen Rd. Stoney Creek, Ontario (Q4)	439 Hwy. 53, Ancaster	10,200.00
8. Zabel Brothers 429 Dewitt Road Stoney Creek, Ontario (Q3)	429 Dewitt Road	12,000.00
TOTAL		74,000.00

A.11

MAJOR EXPANSIONS-(OVER \$100,000.00) (1981 YEAR-TO-DATE):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
1. Frederick Transport Ltd. R. R. # 2 Flamborough, Ontario (Q4)	Trucking Firm (Commercial)	3	9,720.00
2. Sandco Automotive Highway #6 Flamborough, Ontario (Q1)	Rocker Arms (Manufacturing)	28	14,000.00
3. Bridge & Tank Co. 390 Gage Avenue North Hamilton, Ontario (Q1)	Steel Products (Manufacturing)	50	90,000.00
4. Burlington Steel Ltd. 319 Sherman Avenue N. Hamilton, Ontario (Q2)	Additions to Steel Mill (Manufacturing)	5	10,000.00
5. Canadian Vegetable Oil Processing 515 Victoria St. N. Hamilton, Ontario (Q4)	Food Processing (Manufacturing)	N/A	28,800.00
6. Famous Players Theatres Ltd. Limeridge Mall Hamilton, Ontario (Q2)	4-Plex Cinema (Service)	25	9,000.00
7. Jackson Square (Phase IV) 100 King Street West Hamilton, Ontario (Q3)	Office Complex	N/A	600,000.00
8. Niagara Paving Ltd. 30 Milburn Road Hamilton, Ontario (Q4)	Constructionn & Paving materials	0	7,200.00
9. Ontario Auto Body Ltd. 322 Gage Avenue North Hamilton, Ontario (Q2)	New Shop (Service)	2	5,000.00
10. Pacemaker Data 100 Main Street East Hamilton, Ontario (Q3)	Computer Systems	10	1,200.00

MAJOR EXPANSIONS-(OVER \$100,000.00) (1981 YEAR-TO-DATE) (contd.):

<u>COMPANY</u>	<u>PRODUCTS</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
11. El-Met Parts 47 Head St. Dundas, Ontario (Q4)	Electrical Components (Manufacturing)	15	19,200.00
12. J. W. Anderson & Co. 44 Head St. Dundas, Ontario (Q4)	Tanks & Water Systems (Manufacturing)	8	3,072.00
13. Decor Precast Company 40 Idlewilde Stoney Creek, Ontario (Q1)	Concrete Products (Manufacturing)	10	4,000.00
14. McCabe Brothers 463 Seaman St. Stoney Creek, Ontario (Q4)	Steel Fabricating (Manufacturing)	16	19,200.00
15. Secord Manufacturing 20 Teal Avenue Stoney Creek, Ontario (Q3)	Steel Fabricating	30	49,920.00
16. Vinaflex Canada Ltd. 5 Pinelands Ave. Stoney Creek, Ontario (Q4)	Vinyl Moulded Boots (Manufacturing)	11	4,800.00
17. Wabco Ltd. 475 Seaman Street Stoney Creek, Ontario (Q3)	Braking Systems for Rail Cars	10	24,576.00
18. W. R. Barnes Co. Box 260 Waterdown, Ontario (Q4)	Foundry Supplies (Manufacturing)	2	2,448.00
<b>TOTAL</b>		<b>225</b>	<b>902,136.00</b>

A.12

SUMMARY OF FIRMS PLACED (1981 YEAR-TO-DATE):

	<u>NUMBER</u>	<u>NEW EMPLOYEES</u>	<u>APPROXIMATE NEW TAXES \$</u>
Firms New to the Region	187	1,391	229,711.00
Firms Newly Formed	26	260	73,000.00
Internal Moves	39	243	214,977.00
Speculative Construction	8	N/A	74,000.00
Major Expansions	<u>18</u>	<u>225</u>	<u>902,136.00</u>
TOTAL	278	2,119	1,493,824.00

A.13

SUMMARY OF FIRMS PLACED BY MUNICIPALITY (1981 YEAR-TO-DATE):

	<u>1ST QUARTER</u>	<u>2ND QUARTER</u>	<u>3RD QUARTER</u>	<u>4TH QUARTER</u>	<u>TOTAL</u>
Ancaster	0	1	1	0	2
Dundas	0	0	1	2	3
Flamborough	1	0	0	2	3
Glanbrook	1	1	0	0	2
Hamilton	24	23	171	17	235
Stoney Creek	<u>7</u>	<u>9</u>	<u>9</u>	<u>9</u>	<u>34</u>
TOTAL	33	34	182	30	279

DOLLAR VALUE OF BUILDING PERMITS  
ISSUED BY QUARTER FOR 1981

	1979 TOTAL \$ VALUE	1980 TOTAL \$ VALUE	1981 TOTAL \$ VALUE	1981 IND. & COMM. VALUE	1980 IND. & COMM. %	1981 IND. & COMM. %
<u>ANCASTER</u>						
1st Quarter	1,339,056	2,281,251	1,558,700	146,900	1.88	9.42
2nd Quarter	3,134,840	4,196,536	4,820,944	149,014	41.88	3.09
3rd Quarter	1,785,438	3,492,600	3,031,670	304,320	3.16	10.04
4th Quarter	3,001,155	2,022,126	1,710,970	125,500	12.50	7.34
	<u>9,260,489</u>	<u>11,992,513</u>	<u>11,122,284</u>	<u>724,734</u>	<u>14.86</u>	<u>6.53</u>
<u>DUNDAS</u>						
1st Quarter	2,982,548	369,251	990,873	5,075	80.95	.51
2nd Quarter	2,928,133	640,070	1,727,698	51,400	9.71	2.98
3rd Quarter	1,043,654	418,755	1,226,454	94,207	14.16	7.68
4th Quarter	2,410,348	281,457	832,029	165,600	38.92	19.90
	<u>9,364,683</u>	<u>1,709,533</u>	<u>4,777,054</u>	<u>316,282</u>	<u>35.94</u>	<u>6.62</u>
<u>FLAMBOROUGH</u>						
1st Quarter	1,083,900	517,450	1,612,462	262,200	45.54	16.26
2nd Quarter	2,794,755	1,677,266	5,003,030	215,400	17.47	4.31
3rd Quarter	3,255,632	2,990,069	2,300,694	214,619	9.18	9.33
4th Quarter	1,161,850	2,202,218	1,921,150	748,500	13.28	38.96
	<u>8,296,137</u>	<u>7,387,003</u>	<u>10,837,336</u>	<u>1,440,719</u>	<u>21.37</u>	<u>13.29</u>
<u>GLANBROOK</u>						
1st Quarter	442,269	542,718	403,400	92,800	77.78	23.00
2nd Quarter	846,957	1,456,743	684,180	64,500	8.97	9.43
3rd Quarter	497,676	1,069,622	393,250	41,000	20.94	10.43
4th Quarter	482,271	178,820	430,800	29,000	15.66	6.73
	<u>2,269,173</u>	<u>3,247,903</u>	<u>1,911,630</u>	<u>227,300</u>	<u>30.84</u>	<u>11.89</u>

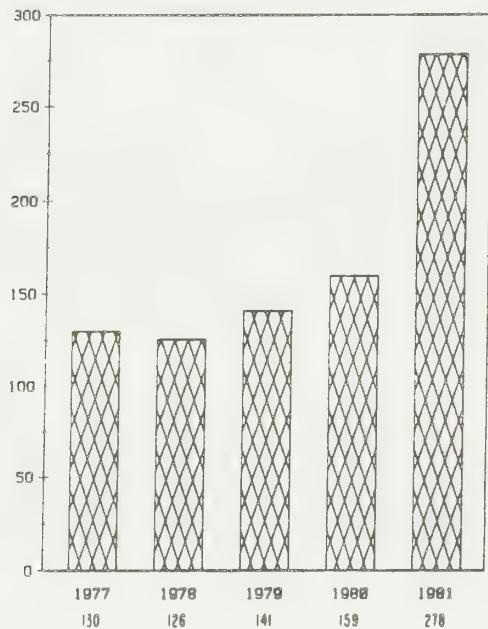
DOLLAR VALUE OF BUILDING PERMITS  
ISSUED BY QUARTER FOR 1981 (Cont'd.)

	1979 TOTAL \$ VALUE	1980 TOTAL \$ VALUE	1981 TOTAL \$ VALUE	1981 IND. & COMM. VALUE	1980 IND. & COMM. %	1981 IND. & COMM. %
<b>STONEY CREEK</b>						
1st Quarter	7,742,590	2,671,900	3,979,900	262,600	9.57	6.60
2nd Quarter	8,797,590	6,076,840	14,911,950	1,479,400	23.50	9.92
3rd Quarter	7,427,220	6,957,850	6,630,850	3,080,700	15.62	46.46
4th Quarter	4,366,850	7,033,050	7,601,790	556,100	59.68	7.32
	<b>28,334,250</b>	<b>22,739,640</b>	<b>33,132,990</b>	<b>5,378,800</b>	<b>27.09</b>	<b>16.23</b>
<b>HAMILTON</b>						
1st Quarter	21,015,291	22,418,260	25,353,105	12,988,401	72.52	51.23
2nd Quarter	20,440,558	42,631,813	33,408,938	18,612,357	81.09	55.71
3rd Quarter	15,059,118	24,913,994	27,744,565	20,470,348	65.90	73.78
4th Quarter	24,918,518	29,786,166	26,226,719	20,376,031	69.14	77.69
	<b>81,433,485</b>	<b>119,750,233</b>	<b>112,733,327</b>	<b>72,447,137</b>	<b>72.16</b>	<b>64.26</b>
<b>REGIONAL TOTALS</b>						
1st Quarter	34,605,654	28,800,830	33,898,440	13,757,976	60.81	40.59
2nd Quarter	38,942,833	56,679,268	60,556,740	20,572,071	67.47	33.97
3rd Quarter	29,068,738	39,842,890	41,327,483	24,205,194	45.61	58.57
4th Quarter	36,341,745	41,503,837	35,884,268	21,709,631	61.38	60.50
	<b>138,958,970</b>	<b>166,826,825</b>	<b>200,143,831</b>	<b>80,535,972</b>	<b>58.82</b>	<b>40.24</b>

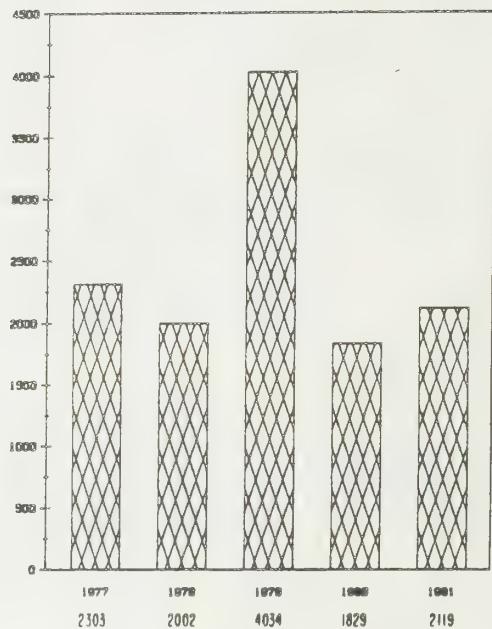
# PERFORMANCE INDICATORS

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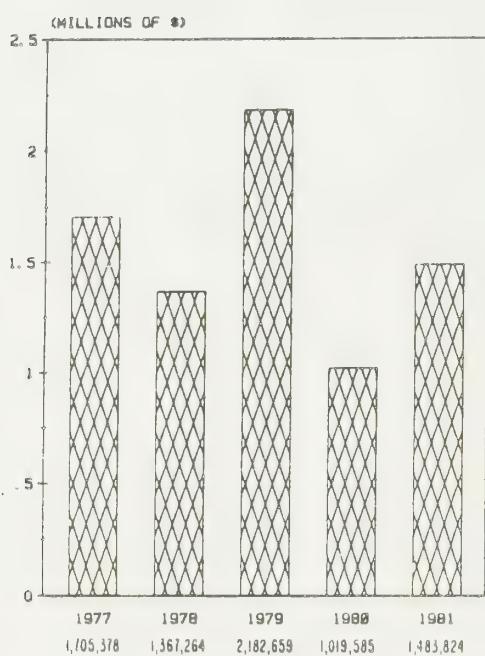
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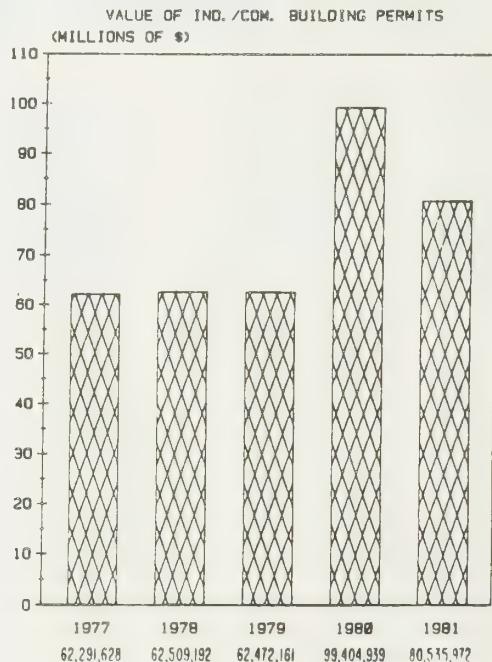
NEW EMPLOYMENT



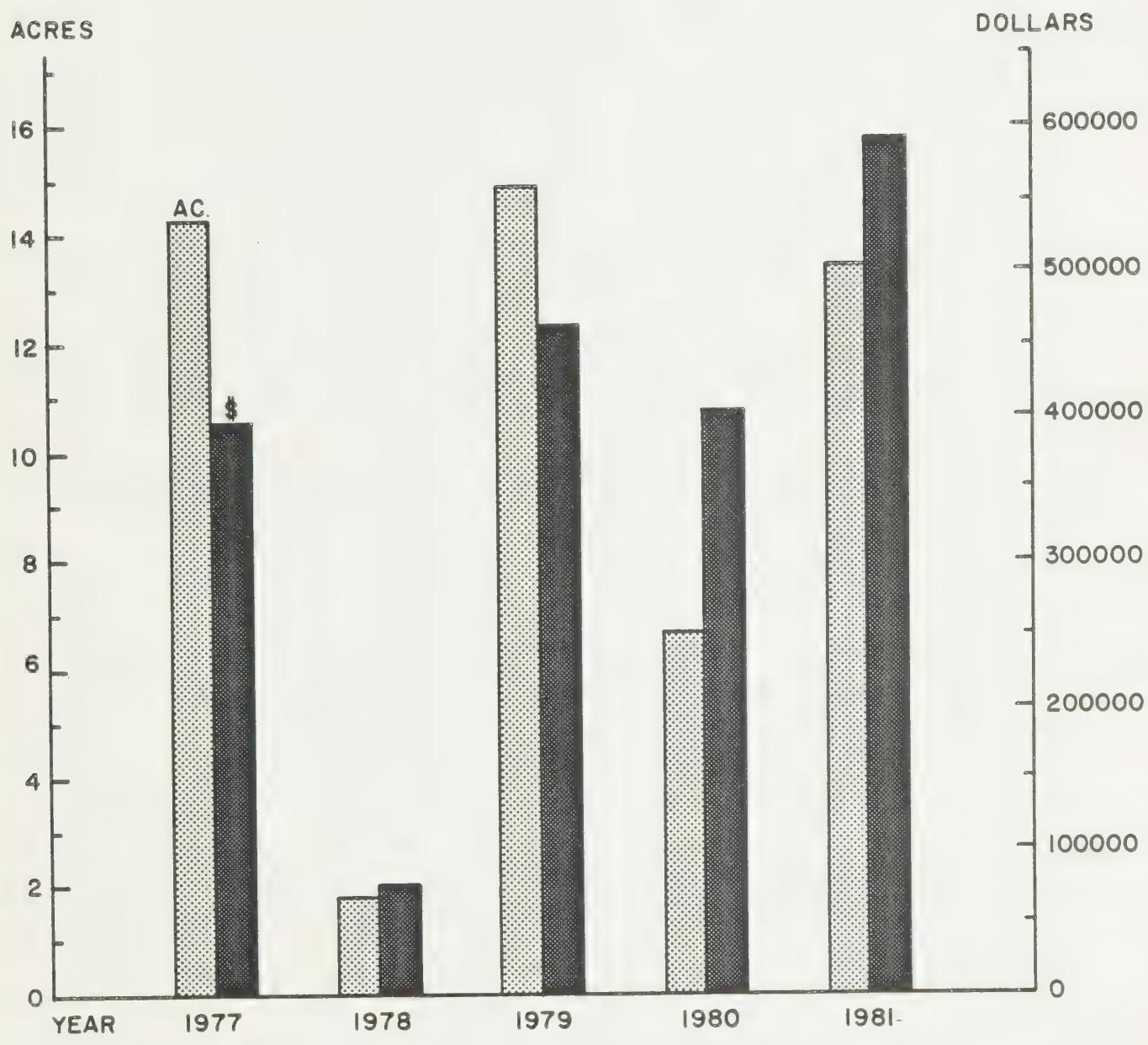
NEW TAXES \$



BUILDING PERMITS



## SALES OF PUBLICLY OWNED INDUSTRIAL LAND



<u>ACRES</u>	14.29	1.79	14.91	6.66	13.469
<u>DOLLARS</u>	396,687	74,976	466,345	407,288	591,326

(B) TOURISM AND CONVENTIONS REPORT

Review of 1981

1. TOURISM

The following is a review of the marketplaces and familiarization tours in which the Tourist and Convention Services participated in:

Empire Trailways Travel Show - January 27, 28, 29, 1981. Buffalo, Rochester and Syracuse, New York - travel agents and tour operators.

Canadian Government Office Of Tourism Marketplace - Dearborn, Michigan, March 8-9, 1981 - travel agents and consumer show.

44th Annual American & Canadian Sport, Travel and Outdoor Show - Cleveland, Ohio, March 19-29, 1981 - consumer show attended by 20,000 people with over 50,000 brochures distributed.

Cleveland Sportsman Show - March 20 - 29, 1981. Ten area Hotels, Restaurants and attractions participated at this show in block. The show ran for nine days and approximately 200,000 guests visited our area.

Canadian Government Office of Tourism Marketplace - Buffalo, N.Y., May 12-13, 1981 - group travel influencers and public consumer show. Approximately 4,000 brochures distributed.

Utica - Rome Bus Co. Familiarization Tour - May 6-7, 1981, Group leaders visited our area for the first time. Visited area attractions, restaurants and hotels.

German Tourist Seminar - May 14, 1981 - Toronto. Purpose to increase share of visitors from Germany.

Ethnic Editors Tour - June 1, 1981. Sponsored by the Ministry of Industry and Tourism, 42 editors from ethnic newspapers throughout Ontario.

Michigan Auto Club Travel Counsellors Tour - June 2, 1981. 26 Michigan Auto Club travel counsellors visited the region.

Leisure Showcase - June 19-21, 1981. Hamilton Convention Centre, consumer show.

Michigan Trailways Familiarization Tour - September 20-21, 1981. Co-sponsored by CGOT Detroit, with 25 travel influencers visiting our area.

London Free Press Travel Show - September 25-27, 1981 - London, Ontario. Consumer show with over 15,000 people visiting our booth.

Michigan Trailways Travel and Vacation Show - Flint, Michigan, September 26-27, 1981. Consumer show and travel trade. Along with our Department, the Region was represented by the Royal Connaught Hotel, Dundurn Castle, Hillcrest Group of Fine Restaurants and the African Lion Safari. Estimated 10,000 people attended.

Canadian Government Office of Tourism - Winter Product Launch Marketplaces  
- Dearborn, Grand Rapids and Saginaw, Michigan from September 28 thru October 1, 1981. Over 2,000 tour operators, group leaders and travel agents visited our booth in Dearborn; another 400 in Grand Rapids and Saginaw. Over 5,000 brochures on various attractions in the Region were distributed at these marketplaces.

Ohio/Western Pennsylvania/Kentucky AAA Travel Counsellors Familiarization Tour - October 2, 1981 - Our Department hosted a breakfast for 18 AAA travel counsellors from Ohio, Pennsylvania and Kentucky at the Royal Connaught Hotel. We showed our a/v presentation and distributed tourist literature. They then toured the African Lion Safari and Flamboro Downs.

New York State Travel Counsellors and Group Leaders Familiarization Tour - October 7, 1981 - Our Department and Holiday Inn, Hamilton, hosted a breakfast for 22 group leaders and travel counsellors from New York State. Our a/v presentation was shown and tourist literature was distributed. This group then toured Wentworth Heritage Village, African Lion Safari and Dundurn Castle.

Canadian Government Office of Tourism Winter Promotions - New York State, October 13-14, 1981 - Buffalo, Rochester and Syracuse, N.Y. - Met with 200 travel agents, tour operators and group leaders in each city. A portion of each show was allotted to the general public and 4,000 brochures were distributed to potential visitors.

Bluebird Tour and Travel Show - Buffalo, N.Y. - October 18, 1981. Met with over 400 of the areas top travel agents and group leaders. Consumer show was also held with an estimated 1,000 people attending.

D & F Transit Marketplace - Buffalo, N.Y. - November 19, 1981. Met with 100 group leaders from education, industries and churches in Buffalo area; also met with 600 leaders of senior citizen groups, 2,000 brochures were distributed.

American Bus Association - Montreal, Quebec - December 1-4, 1981. Opportunity to meet with 30 motorcoach people who are very interested in bringing their tours to Hamilton-Wentworth. Next year the meeting will be held in Cincinnati, Ohio and we are contemplating taking 2 booths. There were 2 sellers for every buyer at this marketplace. Contact made with over 400 bus operators as part of 4-member sales team.

#### Guided Bus Tours

This year our Department planned over 70 bus tours for groups visiting Hamilton-Wentworth. Guides were provided for most of these tours. We also organized a great many outings for visiting delegates and their families.

## Lady Hamilton Club

The Lady Hamilton Club is a volunteer group of 80 ladies who help our Department in many ways. They staff information tables and assist with registrations at conventions, conduct walking tours for conventioneers and help with large mailings in the offices. They also staff the tourist information centre at the Royal Botanical Gardens after the student counsellors have returned to school. This year the Lady Hamiltons have completed 96 assignments for us, working over 500 volunteer hours.

## TOURISM FIGURES FOR 1981

(At our four (4) Information Booths)

Royal Botanical Gardens	25,035
African Lion Safari	13,402
Clappison's Corners	5,861
Confederation Park	<u>8,199</u>
TOTAL	52,497 (increase of 22.9% over 1980)

## 2. 1981 CONVENTION SERVICES ACTIVITIES

### Marketplaces attended:

New York City - Canadian Government Office of Tourism, 122 calls.

Chicago - Canadian Government Office of Tourism, 400 contacts

Toronto - Ministry of Industry and Tourism, Sports Ontario, 52 sports associations contacted.

Ottawa Sales Trip - 32 National associations contacted.

Toronto - 41 weekly trips to Toronto averaging 6 face-to-face associations contacted per week - 246 contacts.

### Conferences Attended:

Ontario Association of Convention Bureaux - Orillia

Institute of Association Executives - Vancouver - Promoted Hamilton-Wentworth and Convention Centre under a 9-member sales team. (Over 350 delegates)

Meeting World 1981 Atlantic City - September 22 - 25, 1981. (2,000 delegates)

American Society of Association Executives - October 8-14, 1981, Acapulco. Part of 3-member sales team. (Over 3,500 delegates)

### Training Seminars:

Festival Country Tourist Information Personnel training seminar in St. Catharines and Kitchener. Also made Association calls while in Kitchener.

850+ Associations contacted during 1981.

We are continuing to work closely with the Convention Centre as a liaison between the Centre, hotels and associations. On one occasion, the downtown hotels were booked to capacity but we were successful in securing blocks of rooms from Gullivers - City Motor Hotel and area motels to accommodate the delegates' requirements. If we had not been successful in securing the hotel space the Convention Centre would have lost the conference.

YEAR-ENDING DECEMBER 31, 1981	Forecast	Actual	% of Forecast
No. of Conventions	155	149	96.1
No. of Delegates	74,500	67,340	90.4
Revenue - \$	16,615,000	16,835,000	100.7

- 1982 - 10 associations have been confirmed totalling 3,250 delegates using 2,875 room nights.  
1983 - 1 association has been confirmed totalling 500 delegates using 800 room nights.  
1985 - 1 association has been confirmed totalling 1,200 delegates using 2,400 room nights. This association will require all available accommodation at the Hilton and Ramada Hotels.

Summary:

1981 was the best year on record for Wentworth Heritage Village, with increased attendance, tour groups, revenue and sales accompanying significant improvements, especially in programmes.

1. Administration

Changes began with the very name of the Village, altered from "Pioneer" to "Heritage Village" in order to reflect the present scope of the buildings and collections, which go far beyond the pioneer era. A Statement of Purpose was formally adopted, and Terms of Reference Committee of the Historical Advisory Board was appointed to work towards a Village Master Plan.

The new Curator began work in March, and instituted a responsibility structure and coordinating committee for the two salaried and 18 hourly-rated employees, plus five summer staff hired on summer grants. The team of four hired in February under the Canada Community Development Projects Programme federal grant were instrumental in initiating improved interpretation and marketing, while an experienced curatorial assistant hired in May began the task of putting collection care on a professional basis.

The public responded: attendance in 1981 increased by 12% to 29,420, the highest on record. For the second year in a row, the Village extended its season, this time by 17% to 238 days, opening April 10 and continuing successfully through to the first Christmas season, closing on January 3, 1982. Any gains due to the longer season were offset, however, by the unusually heavy rainfall, marring 21% of open days, especially detrimental in the crucial months of August (41% rain on open days), September (31%) and October (29%). In 1981 the Village also initiated a policy of closing Mondays except holidays, to allow time for cleaning and preparation.

Revenues from the higher number of visitors increased by 24% to \$73,325, again the best on record. Despite a modest increase in admission prices, the average general admission visitor actually paid only \$1.54, 5¢ less than in 1980, due to a 30% increase in the sales of Family tickets, which at \$6 were an excellent bargain, and due to the introduction in June of a year's pass at \$10, which sold at the rate of one a day from the time it was begun. The improved quality of the Gift and Books Shop stock attracted increased sales by 34%, while the improved facilities and more appropriate offerings in the Tea Room and General Store provided the most striking increase of 47%.

Grant revenues also soared, as the Village was successful in attracting two federal and provincial grants, increasing employment opportunities in the Region by a total of four one-year positions and five summer jobs:

Canada Community Development Projects Programme, \$40,144

Canada Summer Youth Employment Programme, \$9,305

Ontario Experience '81: \$3,321

Ontario Ministry of Culture and Recreation Museum Operating Grant: exact amount to be determined for 1981, but the extended season will qualify the Village for a significant increase.

## 2. Capital

### 2.1 Grounds

The land area of the Village increased nine-fold in 1981, from 39 to 363 acres, with the transfer of the Rockton Tract of the Regional-Provincial Agreement Forest to the Village. A sports field was begun in front of the Village, with a baseball diamond and horseshoe pitch. The entrance to the Village itself was greatly improved, with a large orientation map, a new gate, relocated fences, extension of the boardwalk and removal of the former ticket preventing automobile entry to the Village, and increasing Gift Shop and Tea Room patronage with the more structured entrance.

New gates also closed off the farmyard, and prevented public access from the parking lot to the service lane. Boardwalk was extended over all concrete in the Village, and steps were broadened in several places to accommodate wheelchairs. A new lintel welcomed visitors to a Nature Trail newly posted with painted numbers and labels keyed to a printed guide. A few experimental patches of corduroy road were laid down, and a small herb garden planted behind the Edmundson House. Consultation with leading U.S. and Canadian experts in historical horticulture provided the guidelines for a gardening plan, and a holding bed was installed for plants donated for this purpose.

### 2.2 Buildings

The one addition to Village buildings in 1981 was an innovation, the staff residence occupied by the Curator in June. It facilitated savings in security, and a rationalization of the guards as a normal night shift. As a further security measure, fire extinguishers were installed in every building, barriers above waist level were all removed or replaced by hinged gates that could swing away when demonstrators were present.

The plumbing and electrical facilities needed in the Tea Room to meet basic Health regulations were installed, and counters, equipment and more appropriate furnishings provided. The Curator's office was moved to the Toll House, and the library temporarily installed in his former office. The antique telephone system was restored, providing staff communications and a delightful demonstration of hand-crank phones between seven buildings. The Print shop was rearranged to allow for demonstrations on the hand press, moved behind the newly installed counter, beside the guillotine that was added to the bookbinding display. The building was re-roofed, as was the rear of the Gillen House, and both buildings as well as the Church were furnished with working stoves and pipes as the Village began to 'winterize' for its first Christmas season.

## 2.3 Collections

One hundred and forty donations were received from 30 donors. The major acquisition was a lumber building, complete with drag saw and table saw, to be installed in the spring of 1982, and a group of agricultural implements, all the gifts of Mr Don French and family of Mt Hope. A THOB Caboose, No. 67, was purchased to accommodate sorely needed offices until other facilities are available, at which time it may be restored for display. There were three other purchases.

Professional collections care is still in early stages. The two students hired with the Experience '81 grant contributed to the on-going task of upgrading the collections catalogue to museum standards. The large blacksmith's bellows was restored to working order. Conservation advisers from the Ministry of Culture and Recreation studied the Village, and loaned a hygrothermograph which is recording winter temperature and humidity fluctuations in the Gillen House. A research library for staff and volunteers was begun, and visits from the Village founders and from authorities in fields as diverse as Ontario potteries, agricultural implements, Canadian textiles and the shoe industry all enriched our knowledge of the collections.

## 3. Programmes

Outstanding progress was made in Village programming in 1981. To take one aspect alone, the number of groups on school or other tours, enrollment in courses on Children's Programmes, increased by 67% to 194, with the number of visitors in such groups increasing by 22% to 7,281. Tour revenues increased by 114% to 7,250, and tour groups in 1981 constituted 27% of all visitors.

For the first time the Village enjoyed an Interpretation Plan, and training programmes for both staff and volunteers. Guided tours were offered to the general public daily, more often during the Christmas season. Every school tour observed and participated in demonstrations. The three students hired on the Summer Canada Youth Employment programme grant facilitated not only demonstrations of domestic crafts, but also began a Children's Programme on Saturdays which was continued to November by regular staff. Courses for adults were also introduced, two in spinning, one each in bookbinding and Christmas ornament making. An interpretative guide to the Nature Trail was produced with the aid of Royal Botanical Gardens personnel.

A Recent Donations case was installed in the Tea Room to feature and encourage new acquisitions. Another case showed the products of the spinning course, "From Fleece to Shawl," and the Tea Room also hosted the 46 impressive entries in the Village's first Photography Contest, taken on our first Photographers' Weekend, when a camera got free admission, in October. Twenty other displays were circulated outside the Village, 13 in Hamilton-Wentworth and seven in other Ontario and U.S. cities, most accompanied by costumed staff or volunteers providing demonstrations.

The appearance in September of the Village's new brochure, with its guide map on the back, was another important step forward. Since April, however, the key to the Village's greatly-increased publicity was the regular production of public service announcements, two or three per month through the season, distributed to some 300 media addresses. Paid advertising in newspapers and on radio also proved effective.

Again for the first time, the Village maintained a monthly thematic programme, and activities related to the theme were featured almost every weekend. Canada West Day was a success thanks to the Canada West Society members working with staff and the Friends of the Village; Collectors' Day drew 17 collectors, and the Harvest Festival Weekend over 1100 visitors. A Teacher's Day offered free admission to teachers, and attracted several new school bookings. A University of Waterloo Drama Department production of Rick Salutin's play 1837 in April, the visit of the 1897 Thomson Steam Calliope, and various steam engines on loan powering the sawmill were among the highlights of the events season.

Instrumental to all these advances were the Friends of the Village, the newly formed volunteers' organisation that first met in March. By June their first newsletter issue of The Villager had been mailed to some 200 addresses. From cataloguing to interpretation, the Friends brought life to the Village in 1981. The success of the season is finally a tribute to them.

The 1982 Programs for the Economic Development Department have been divided into seven separate functional areas, namely:

- A. Business Development
- B. Local Promotion
- C. Conventions Promotion
- D. Tourism Promotion
- E. Industrial Land Banking
- F. Wentworth Heritage Village
- G. Old Hamilton Pumphouse

The majority of programs commenced in 1979, 1980 and 1981 will continue with several modifications and additions as outlined below.

All programs are carried on under a basic Five-year marketing plan, as approved by the Regional Council in 1979.

**A. BUSINESS DEVELOPMENT**

**Media Campaign**

To promote the viable economic environment of the Region and its location advantages;

To attract new business and industries to the Region by increasing the Regions share of mind among executives in Canada, Europe, U.S.A. and Japan;

To encourage existing companies to expand and relocate within the Region rather than leaving;

To market industrial land owned by the Region/City; and,

The Media Program for the 1982 Campaign will be reduced compared to 1981 in order to allow for shifting to more specific targets and direct contacts.

**Lead Generation and Follow Up**

To follow up leads generated from media, direct mail and referral sources, and to conduct tours of industrial, commercial and retail sites within the Region;

To enhance our performance in this area by furthering our staff skills; and

New cardex system and more usage of the word processing capability within the Department will be utilized.

## Trade Fairs

To participate in National and International Trade Fairs and contact as many as possible of the exhibiting companies, and to hold interviews with company representatives who have shown interest in locating in Canada and advise them of the advantages of Hamilton-Wentworth; and,

To obtain direct contacts through international Canadian offices and banks in target market areas such as Germany, France, Finland, Japan and Switzerland. This is done to capitalize on the new economic trends in these countries and to maintain a competitive position with respect to other municipalities. Local ads will be placed in conjunction with planned visits in major industrial cities by staff members.

## Direct Mail Response

To solicit potential interested companies nationally and internationally through the direct mail technique. Selective approach shall be followed to obtain effectiveness and take into account the rising cost of mailing.

## Brochure Creation and Promotion Aids

To present to qualified prospects complete statistical data on Hamilton-Wentworth, providing pertinent facts and concise information;

To create individual specialized reports to large companies considering a location tailored to their particular site selection criteria;

To undertake economic research, analyses and reporting in areas required by Council; and,

To design and produce a portable display panel system for use in trade shows and other promotion opportunities, other promotion material and publications shall be utilized.

## Newsletter (SKYLINE)

To provide high quality newsletter of positive information on Hamilton-Wentworth; and,

To keep in touch with the business community, potential industrial clients, local elected official, municipal employees, Cabinet Ministers in the Federal and Provincial Governments, and trade union officials.

Volume 5 (1981 issues) will report generally on economic development progress in the Region and each issue will highlight a particular theme of activity, such as high-technology, the steel industry, etc.

## B. LOCAL PROMOTION

These programs include the participation with Federal and Provincial Governments, local Chambers of Commerce, the Real Estate Association, McMaster University and Mohawk College with regard to information seminars, presentations on government expenditures and investments in Research and Development efforts and other development opportunities such as computer applications, small business, and joint ventures.

The program also includes the upkeep of the GOOD NEWS, the Poster contest and local Media advertising.

C&D 1982 PROGRAMS - TOURISM AND CONVENTIONS

Motorcoach Program - 1982

Subject to Regional Council Budget approval, we propose to hire staff in the Department to specialize in Motorcoach promotion only. Sales calls would be made in the Chicago, Boston, New York, New Jersey, Buffalo, Rochester, Syracuse and Cleveland areas. Marketplaces will be held at NTBA in Toronto, ABA in Cincinnati. In 1981, we began a direct mail campaign to all members of ABA which is beginning to pay off, especially at ABA in Montreal. If we can package the area, we offer a much needed alternative as a destination stopover in Ontario. We will work very closely with the Ontario Ministry of Industry and Tourism on this important sector. We will also join and participate in NTBA functions.

Media Proposals - 1982

Media in 1982 will see a continuation of our consumer event oriented advertising in Detroit, Buffalo and Rochester. Other cities are currently being reviewed. Motorcoach advertising will start in 1982 via trade publications and two new advertisements will be prepared especially for this market. Convention advertising will be reduced in 1982 to allow for more face-to-face and one-on-one type of sales.

The Convention Centre will continue to buy heavily in the convention trade magazines and we will support this via providing editorial support, slides, films and colour separations.

1982 Sales Blitzes

Convention sales blitzes for the Hamilton Sales Team will be held in Toronto and Ottawa in 1982. Format will be a cost-sharing agreement with the Ontario Ministry of Industry and Tourism and the Hamilton-Wentworth partners. Invitations will be issued to Canadian National Association Executive Directors to attend a reception to meet with members of the team and view our audio visual show. Sales calls on the executives will follow the next day with each member of the team being assigned calls which will be collated later for each member to receive the full report.

Shopping Mall Consumer Promotion

To interest and lure tourists into Hamilton-Wentworth, we propose to stage promotions in five different shopping malls in 1982 - Buffalo, Rochester, Syracuse, Ottawa and London. The draw will be to win a weekend in Hamilton-Wentworth including accommodation, a theatrical performance, a meal or two and passes to our attractions. Newspaper advertising in each area will precede the exhibit to attract the consumers to the mall and to our promotion.

## Venue Canada - 1982

In 1977, a program to interest International Associations to meet in Canada was started. The idea of Venue Canada is to identify those area residents who are members of International Associations and invite them to attend a reception to encourage them to bring their next open congress meeting date to Hamilton-Wentworth. This program has worked well across the Country. The meeting should be held in May of 1982 in a downtown hotel or at the Convention Centre.

## Marketplaces/Trade Shows

Marketplaces will again be supported twice a year in Michigan and New York for the tourist trade; and Washington, New York and Chicago for convention/corporate markets for a total of twelve marketplaces.

Trade shows in London, Ontario, ITB in Berlin, and Canada Calling in London, England will continue. One piece of business resulting from ITB will bring over half a million dollars to Hamilton-Wentworth this coming summer.

Motorcoach shows for Michigan Trailways, Bluebird, D & F, etc. will continue.

## Data Bank - One-Stop Shopping

To enable our theme of "One-Stop Shopping", we are attempting to set up a confidential data bank of availability among the major properties involved in the convention sector. Our proposal is to place on our word processor the booking availability of the downtown hotels, Hamilton Place entertainment and the Convention Centre.

Each week, the properties would submit to us, in confidence, the availability of space (space booked, rooms available), to enable an instantaneous reply which would be advertised later in 1982.

## Tourism and the Arts

"Make a Buck from Bach" - Several communities across North America have started programs to tie their cultural communities into their tourism counterparts to the mutual benefit of each. People travel for cultural experiences and Hamilton-Wentworth has a lot to offer the tourists. Packages will have to be designed in collaboration with the Hamilton Regional Arts Council who look forward to our involvement.

## Marketplaces - New York & Chicago

The Meeting and Incentive Travel Steering Committee and Canadian Government Office of Tourism have organized two marketplaces in New York City from February 1 - 5, 1982. The Convention Centre and our Department will jointly participate, and for the balance of the week, make sales calls on American associations.

The following week, the same format will be repeated in Chicago and again the Convention Centre and our Department will participate and during the final two days, make sales calls on American associations. Approximately 1,200 association decision makers will take advantage of these marketplaces.

Although the number of Conferences and Trade Shows are expected to remain constant for 1982, most major centres are anticipating a slight drop in the number of delegates attending these conferences. The economy is naturally the major contributing factor. This may, however, prove beneficial to Hamilton-Wentworth as our hotel rates are generally 25-30% lower than the major centres. Short-term conferences could change their locations to reduce their registration fee and ensure the maximum number of delegates attending the conference.

#### E. INDUSTRIAL LAND BANKING

This is a continuation of an on-going program of industrial land acquisition, and to finance the upkeep expenses in regionally-owned industrial parks.

The Regional Engineering Department is undertaking a land servicing program in 1982, including the following:

Sanitary sewers and watermains for the first subdivision in Glanbrook adjacent to Glover Road;

Construction of the local services and trunk sewer facilities for the Regional subdivision at Duff's Corners. These works are to be completed in the summer of 1983; and,

Sanitary sewers on Jones Road from Q.E.W. to Barton Street, Glover Road from Q.E.W. to Barton Street and Barton Street from Fruitland Road approximately 1,000m east of Jones Road.

#### F. WENTWORTH HERITAGE VILLAGE

##### On-going Programs

In 1982, Wentworth Heritage Village will continue to improve all aspects of its service to the public in preserving and interpreting the heritage of life in this area of Canada. In addition, some of the specific goals that the Village has set for 1982 are:

Determination of Terms of Reference and, if possible, development of a Master Plan for the next 20 years of the growth of the Village;

Examination of the potential of the Regional-Provincial Agreement Forest transferred to the Village in 1981, and beginning at development of its possibilities;

Transformation of the environment of the Village into one which is more authentic and consonant with buildings, especially in the fields of gardening, farming, the natural environment, road construction of the period, livestock acquisition, improvement of fences and pasture, and improvement of the heating potential of the houses and the conservation of the artifacts in them, all under the Canada Community Development Projects Programme 1982 grant already approved;

Installation of the lumber building and the large saws to be housed inside, gifts of Mr Don French and Family of Mount Hope;

Construction of the replica of the Potts homestead 'Mud Block House' on the existing foundation, to provide orientation gallery space, washrooms, library, storage and workroom space, all with optimal environmental controls and museum conditions, within the terms approved by Council in 1981;

Erection of the building reconstruction based on the 'boomtown' facade from 17 Main Street, Dundas, as a display building in the Village;

Movement of the entire working hat block shop collection donated by Messrs. Webb of W.A. Cuming Co. of Toronto, to Hamilton-Wentworth, and if possible, installation of its belt-drive apparatus entire as a display in the Village;

Acquisition of some more permanent means of providing stationary steam power to the sawmill so that it may be operated more frequently;

Renovation of the Tea Room and Toll House to provide protection for the pipes against freezing so that water service in the Toll House washrooms and the Tea Room may be continued into the winter season;

Completion of the renovation of the Caboose as offices for interpretation and extension;

Examination of the potential for concealed electrification of at least some of the buildings in the Village as a means toward achieving some control of heat and humidity fluctuations affecting the collections;

Use of the storage facilities provided at the Waterworks to enable a reorganization of storage and exhibit of the collection, and deaccessioning where necessary;

A fully-planned programme of events, including activities in the orientation gallery in the Mud Block House as and when it is completed;

Significant progress on the cataloguing of the collection, especially in the areas of transportation, agricultural implements, stoves and other heating equipment;

The installation of donors' acknowledgement cards in each building, listing the donors of buildings and collections;

Operating of courses in conjunction with Mohawk College of Applied Arts and Technology Continuing Education Division;

Publication of a guidebook on the Village;

Distribution of a large quantity of brochures;

Erection of new large highway sings and trailblazers in conjunction with approval of a signage plan by the Ministry of Transportation and Communications;

Provision of a library space for volunteers and staff;

Institution of an inventory control system for the Gift Shop and Food Services;

Development of a market garden programme at the Village;

Extension of our community service activities, especially increasing the use of the Village by church groups, scouts and guides, 4-H, and similar groups;

Extension of costuming to male staff;

Provision of a daily events schedule in the Village, and operation of demonstrations keyed more closely to specific times;

Development of the native peoples' house from the Six Nations Reserve (the log house) as a home representative of life on the Reserve in the nineteenth century.

G. OLD HAMILTON PUMPHOUSE

A long-term step-by-step program will be undertaken to bring the Pumphouse on stream as a major tourist/historical attraction. The limited funds allocated in the 1982 budget will still provide an opportunity for tours to students and a limited number of tourists. The budget also provides for a market study to determine the potential of the Pumphouse as an attraction in the east Hamilton area.

HAMILTON PUBLIC LIBRARY



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ANCASTER  
DUNDAS  
FLAMBOROUGH  
GLANBROOK  
HAMILTON  
STONEY CREEK

